



VACANCY: EXPOS ASSISTANT (RELIEVER)

The Kenya Association of Manufacturers (KAM) is a business membership organization representing over 1000 leading manufacturing and value-add companies in Kenya. We seek to competitively fill the following position: -

Title: Expos Assistant (Reliever)

Reporting to: Market Development Officer

Location: Nairobi

Contract Type: 4 Months

Job Purpose:

To support KAM consulting unit to organize and manage KAM Expos and market development events which include mobilizing exhibitors, participants and sponsors of the KAM Expos/Trade Fairs with expected outcomes as follows:-

Key Objectives

- Ensure an average target number of visitors attend the events.
- Ensure targeted number of exhibitors display their products or services during the expos/Trade Fairs;
- Support revenue generation through sale of booths and mobilization of sponsors

Duties & Responsibilities

- Promote locally manufactured goods in Kenya and the Africa region to all relevant stakeholders;
- Conduct and coordinate mini expos in Kenya and the Africa region
- Sell exhibition booths to KAM members to showcase their products;
- Recruit exhibition sponsors in cash or in kind to fund expo activities;
- Liaise with communications team and develop and execute an event publicity/media engagement strategy;
- Liaise with various suppliers to drive experiential marketing at the events for maximum stakeholder engagement e.g. launches, fashion shows, entertainment, etc.;
- Organize B2B matchmaking opportunities to enhance linkages for KAM members;
- Liaise with BMOs and chambers of commerce to increase participation in Expos/Trade Fairs
- Debt management for the Expo attendants to ensure all obligations are met;
- Perform any other duties as may be assigned by the Chief Executive

Requirements and Personal Attributes:

- A degree in either of the following; Marketing or Business Development or any other relevant degree,
- Advanced training or experience in Sales or Marketing fields an added advantage
- At least 3 years relevant work experience in a comparable work environment.
- Effective organizational skills, team player, keen attentive to detail and ability to multitask.
- Good knowledge of the manufacturing industry.
- Excellent relationship management and networking skills
- Excellent Marketing and presentation skills
- Excellent verbal and written communication skills
- Knowledgeable of the industrial sector in Kenya.

How to Apply:

Qualifying candidates should complete the online application form (**Click on Link [here](#) to apply**) and submit their CV and Application letter only to hr@kam.co.ke indicating the words “**Expos Assistant Officer (Reliever)**” on the email subject line so as to reach us **not later than December 11, 2022. Shortlisting shall be on a rolling basis and only the shortlisted shall be contacted.**

